

# AGENDA FOR PARENT TRAINING 2024 COOKIE PROGRAM

Training your Girl Scouts how to participate in the Girl Scout Cookie Program is a big part of your troop's success. Studies have shown that if parents are involved and know what the girls are learning and earning, the troop and girls are much more likely to achieve their goals. This outline covers important points that should be covered in troop cookie training. Make this a fun and informative activity. Check out the resources at [www.abcsmartcookies.com](http://www.abcsmartcookies.com) for invitations, training ideas and other fun stuff!

## For Girls/Parents Who Arrive Early

- Hand out the Parent Permission and Responsibility Form and ask parents to read it carefully, complete and give back to you. Each girl must have a signed form on file to participate.
- Ask each girl/parent to think of 20 different people who might be a potential customer. Encourage girls to think beyond "friends and family" and write down their names.

## Starting the Training

- When the scheduled meeting time arrives, welcome everyone and hand out Parent Permission and Responsibility Forms to the remainder of parents.
- Explain that the cookie program is one of two approved council-sponsored money earning activities for troops – the other is the Fall Product Program.
- Introduce the 2024 cookie program theme (Own Your Magic) and the mascot (axolotl).
- Review the troop proceeds plans of \$.75 per package and the higher proceeds option of \$.80 per package. Make sure your parents and girls are clear that if your troop chooses higher troop proceeds, the girls can only earn the rewards on the side of the rewards flyer that says, "Rewards For All Girls" at the top. The girls cannot earn the rewards on the side that has the mood sports bottle as the first item.
- Review girl rewards plan and let the girls know the rewards are cumulative.

## The Girl Scout Cookie Program Outcomes

The five skills girls learn from the cookie program are: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics. Emphasize the importance of goal setting and develop plans to reach a goal. Have girls share their individual selling goal and set a troop sales goal. Let the girls help decide what the troop is going to do with the profits. Make a goal chart. Post the chart and update it weekly as sales are being submitted.

## General Info

- Collect ALL completed/signed Parent Permission and Responsibility Forms BEFORE handing out individual order cards to each girl; THEN ask girls/parents to look at the order card.
- Go over the cookie varieties being sold and point out the nutritional information on the order card.
- Although none of the cookies are sugar-free, diabetics can eat them by using their dietary exchanges (*show girls/parents where the dietary exchanges are given on the order card*) Tell girls this is an important selling point if a customer asks for "sugar-free cookies."
- Cookies sell for \$5 per package; 12 packages are in a case of cookies. Payment is collected when cookies are delivered unless the customer pays online with credit card.
- Let them know if your troop will accept checks or only cash from customers to pay for in-person cookie sales. (Inform parents of the troop acceptance policy. Only accept personal checks if the troop will assume liability for worthless checks. Checks must be deposited into the troop account. Suggestion if you take checks: Have parents write the Girl Scout's name in memo line – it is easier in the collection process.)

## Who Can Sell?

- Registered girls may participate in the Girl Scout Cookie Program AFTER their parents have signed a Parent Permission and Responsibility Form. For exceptions, contact the council's Product Program Team.
- Girls (and other Girl Scout family members) with past due accounts may only participate in booth sales. Any other activity must be approved in advance by the Director of Product Program.
- Parents want to help their daughters and they want to support their Girl Scout activities. Parents are encouraged to view this as a learning activity for the girl, and she won't learn if she is not involved in the sales experience.

## **Where and How Can the Girls Sell Cookies?**

- All sales must remain within the geographic boundaries of GSCP2P's jurisdiction.
- Door-to-door in each girl's neighborhood, if accompanied by a responsible adult.
- At troop cookie booths (explain that a cookie booth is when the troop receives approval to sell to people in front of a particular business on a specified date and time).
- By selling online through Digital Cookie (DC24).
- By social media postings.
- Review *Safety Activity Checkpoints* for Product Sales found on our council website.
- If you have girls interested in working with a business partner and have an unmanned booth, review the Cookie Tycoon Program and make sure girls/parents understand they must complete the activities (more information can be found on our council website).

## **Selling Information to Share with Girls/Parents**

- If using an order card, let the person ordering write his or her own information on the girl's order card.
- For in-person sales, collect money when the cookies are delivered, not before.
- Know the eight varieties of cookies, plus our gluten free cookie.
- Know the general idea of how money from the cookie program is used (what is your troop going to do with the money it earns and how does the council use profits) in case you are asked.
- Wear your uniform, Girl Scout T-shirt or be neatly dressed. Always wear your Girl Scout membership pin.
- Be pleasant, courteous and always say "thank you" and smile, even if no cookies are ordered.
- Explain the Buy 5 promotion. Let the customer know that if they purchase five packages of cookies and fill out an entry slip, their name will go in a drawing to win a year's supply of Girl Scout Cookies (52 packages). For every five packages purchased, there is one entry. (i.e. 5 packages = 1 entry; 10 packages = 2 entries). Entry forms can be downloaded from the council website.
- Review our new service project, Cookies for a Cause, and the "Out-of-the-Ordinary" challenge. Ask girls to write a letter of encouragement to a soldier.
- Discuss Walk-About Week.
- Discuss the online selling opportunities. Emphasize that if a girl posts the social media link to social media pages and authorizes girl-delivery orders, parents must "approve" the order in Digital Cookie within five days or the order will be cancelled. All orders and pending orders can be found on the girl dashboard of Digital Cookie.

## **Cookies for a Cause**

- Information regarding Cookies for a Cause (CFC) can be found on our council website. Remind parents that ALL CFC sales must be reported to the troop. Talk about the special patch, beach towel and sherpa blanket. Distribute the CFC Order Card Attachment, CFC Parent Information sheet and CFC receipt and review the information with your parents/girls.

## **Dates for the 2024 Cookie Program**

- Tell girls/parents to watch for the Digital Cookie registration e-mail that will be launched on December 11.
- Girls are on their honor NOT to start taking orders from customers before December 19. Explain what happens if a girl starts taking orders early. (She does not get credit for those sold early toward her individual girl rewards.)
- There is a reorder process for getting additional cookies. Explain your troop's reorder and exchange process, distribute written dates and get parents to sign off acknowledging they know your deadlines. (See Cookie Return & Exchange Example located on council website.)

## **How Do Girls Get Cookies?**

- The cookies ordered on the initial troop cookie order will be delivered January 10-13.
- Let your parents know you may need help getting the entire troop cookie order from the delivery location; ask for volunteers and write down their names.
- Once the cookies have been picked up from the service unit delivery location, you will sort them by girl and contact the parents to come to the troop meeting location (or place designated) at a designated time to pick up their daughter's order. Parents will need to count and sign a receipt for cookies and understand they are financially responsible for the cookies from that point on.
- The girls will take the cookies and sell them to customers.

- If orders were taken on order cards, you will use your initial order cookies to fill those orders. No cookies should be left with a customer until payment is received.
- If orders were taken via Digital Cookie for girl delivery, all payments will be collected in advance online.
- Girls should turn in the first portion of their money collected by the due date established by your troop. All remaining money collected should be returned no later than March 3. The amount they turn in must equal the dollar value of the number of packages of cookies the parent signed for, minus any credit card payments, through Digital Cookie for girl-delivered orders.

### **Sample Cookies**

- If you have not already done so, open the package of cookies provided as part of your materials distribution and pass around for girls/parents to sample. If you have a large group, suggest to the parents that the girls sample the cookies.

### **What Does the Troop and Girl Earn By Participating?**

- The troop will receive \$.75 per package. Troops that have a PGA selling of at least 105 packages can opt out of receiving most individual girl rewards and receive an extra \$.05 per package sold. In addition, troops who meet certain criteria will also receive Troop Bonus Proceeds.
- Girls can also earn theme-inspired rewards based on the total number of packages each girl sells if the troop chooses the base troop proceeds plan (\$.75 per package). Show the rewards flyer to parents and girls – one side shows the rewards for all girls (including those for troops who elect higher proceeds) and the other shows the rewards for those girls whose troop elects the base troop proceeds plan of \$.75 per package. If a troop elects the base plan, girls can earn the rewards on both sides of the insert. Highlight that the recognition program is cumulative, meaning girls can receive all items earned up to the highest number of packages sold. Achievement bars are awarded one bar for the highest level achieved.
- Review the girl rewards plan and let the girls know the rewards are cumulative.
- **Let the girls vote** and elect the troop proceeds plan.

### **Wrap-Up**

- Remind the girls to say “Thank You” when selling cookies.

After your training, answer any questions you might receive from parents or girls. If there is a question you can't answer, you can contact your local service center or someone from the Product Program Team.

Thank everyone for coming. Make sure all girls for whom you have a signed/completed Parent Permission and Responsibility Form and your Turn-In Dates form leave with an order card.